

Legal Department

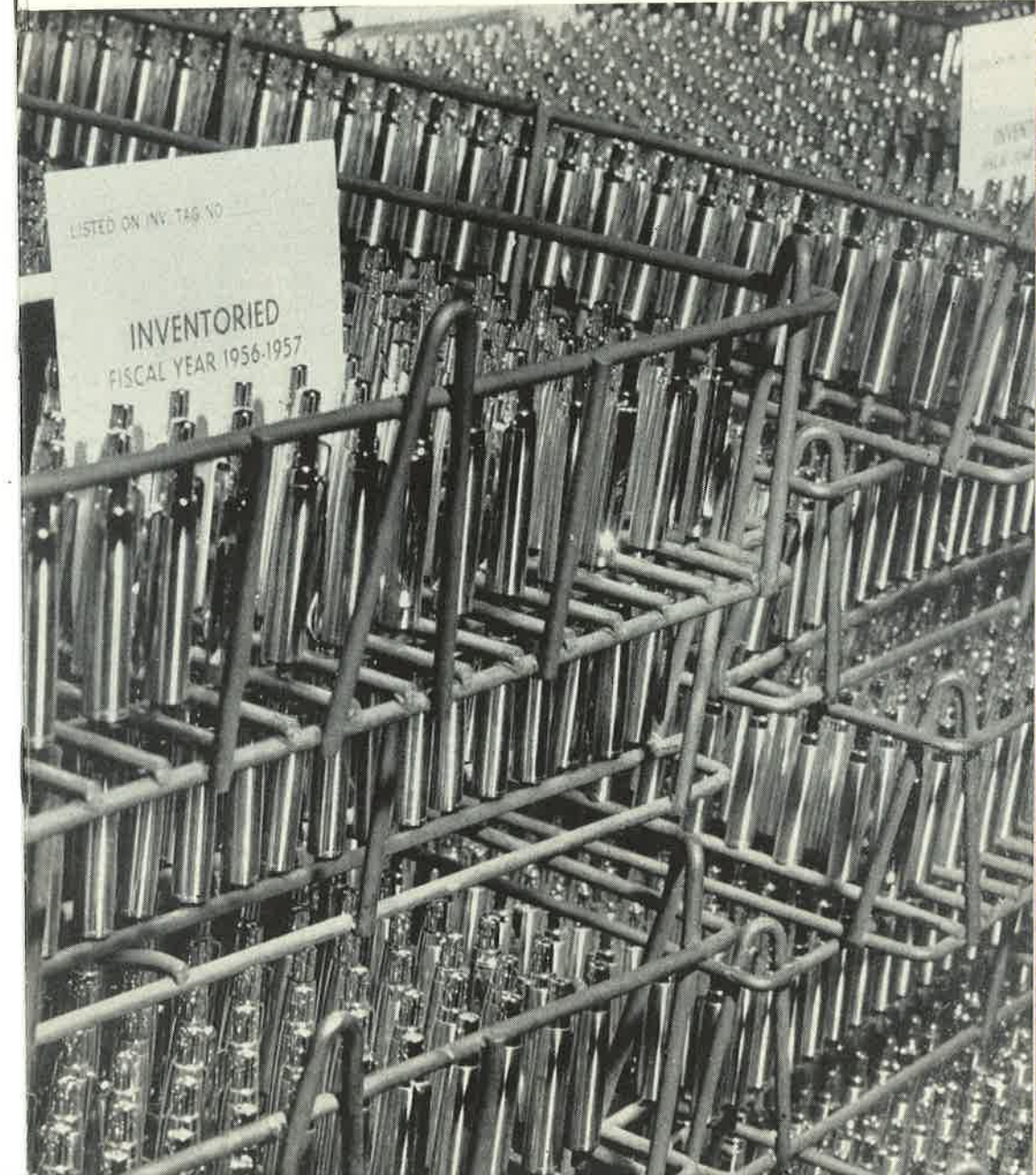
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Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES



*From the library of the
Pen Collectors of America*



*Support the hobby.
Join today!*

Shoptalker

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COVER STORY

"Inventoried." So reads the card on a stack of trays holding a thousand? two thousand? gleaming caps for Jotter ball point pens. The story of the "big count"—a general physical inventory—and who takes it begins across the page.

²
*From the library of the
Pen Collectors of America*



Ten Years Ago...

One hundred and fifty Indianapolis Red Cabs were sporting posters which called attention to the top-talent radio show "Information Please" and to its sponsor, The Parker Pen Company.

And 10 years ago. . . .

The latest ball-point pen was one invented by a fellow named John Gregg, of New Hope, Pa. It carried its ink supply under pressure. Pump it and it wrote (or possibly exploded—at least there are none on the market today).

And 10 years ago. . . .

Parker assisted the education of typists at the Wisconsin School for the Visually Handicapped by sending a percentage of the company's routine correspondence to the school for transcribing. The letters went over on dictaphone cylinders and came back neatly and correctly typed.

And 10 years ago. . . .

Shoptalker described a cartoon which depicted one haloed and winged angel showing a pen to another angel. Said the first: "It's a pen they say will last forever. We'll see."

And 10 years ago. . . .

This letter was received:
"Early last December I had the misfortune to lose my treasured Parker Duofold pen.
"Tonight I found it. It lay out in the yard. Three cords of wood had been tossed over the fence upon it; the thermometer had been down to 40 below zero and up to 100 above; snow and covered it deeply, had melted, frozen, melted again; rains had drenched it; earth and sawdust encrusted it.
"But I rinsed it off under the faucet, filled it up, and am using it."

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EVERY year, just after the big Christmas rush and before the nation goes screaming into a New Year, Parker Pen quiets down and takes stock of itself. A general physical inventory is taken and every stick must be counted.

In Janesville, 139 people are set to the giant task and an additional 27 from the Accounting Department act

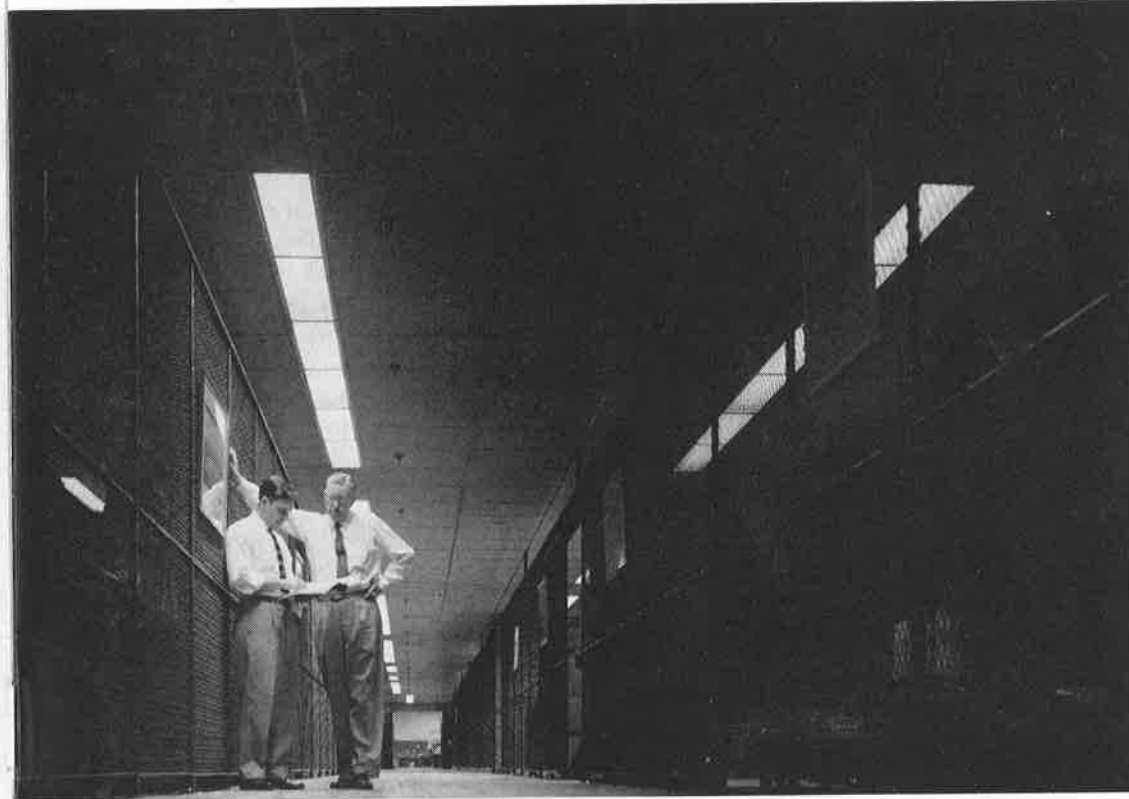
as checkers. And everything is counted!

Item: 35 mop heads of varying weights and materials in stock.

Item: 705,000 Jotter refills in Assembly Department.

(Continued on next page)

Zinsmaster and Babcock pause for cross-check



Taking the Count

a story of inventory



checkers—to see that everything is done as it should be.

Item: 1,938,767 gift boxes in Janesville warehouse.

Item: 29 brooms and floor brushes in stock.

The primary reason for all of this meticulous checking and counting is to make absolutely certain that the records which are kept from minute to minute, hour to hour, day to day, month to month are correct in every detail.

As Comptroller Joseph Van Camp explained, "it staggers the imagination to think of how many times an entry is made in inventory records during the course of one year. Every time a workman does anything at all to a raw material, part, or finished product—whether he makes a change in it or just moves it from one place to another—a record is kept of it. Each step in the manufacture of a part increases the value of that part. This added value must also be entered in the inventory records.

Staggering his own imagination slightly to comply with a request, Van Camp estimated that these recorded transactions "must easily run into the billions."

Still another reason why a physical inventory count is made is to satisfy the outside auditing firm which annually must audit the company's accounting records in compliance with the requirements of the Securities and Exchange Commission. And this audit is proof positive to stockholders that the people managing their money are doing the kind of job that is to be expected.

(Continued from page 3)

Amazingly, the great body of work is done in only two days. We asked Charles Zinsmaster, plant accountant and the man in charge of the mammoth operation, how it was done in so short a period. He explained that a great deal of preparation goes before. A week or more is spent in straightening and arranging stock so that a quick, accurate count may be made during the actual inventorying.

Item: 409,000 "21" pen clutches in Assembly Department.

Item: 7,655 varying types of buffing wheels in stock.

Zinsmaster's right-hand man in the "big count" is an old-timer around Parker Pen. George Babcock has lived through more physical inventories than possibly anyone else who works on them. It's Babcock who does most of the leg-work—counting with the counters, checking with the

Research Grows Bigger

When Wilson Green moved into a new office in a 4,000 square-foot area recently added to the Product Planning Division, he also stepped into a new job—that of technical director for the division.

Green, who carries a slight drawl (native of Jacksonville, Fla.), a master's degree in engineering (U. of F.), and a packful of experience with the Armour Research Foundation, joined Parker Pen in mid-1956 as director of product development.

His new job and the 4,000 square feet of new space for Product Planning are indications of the increased emphasis the company is and has been giving to the research and development side of this competitive pen business.

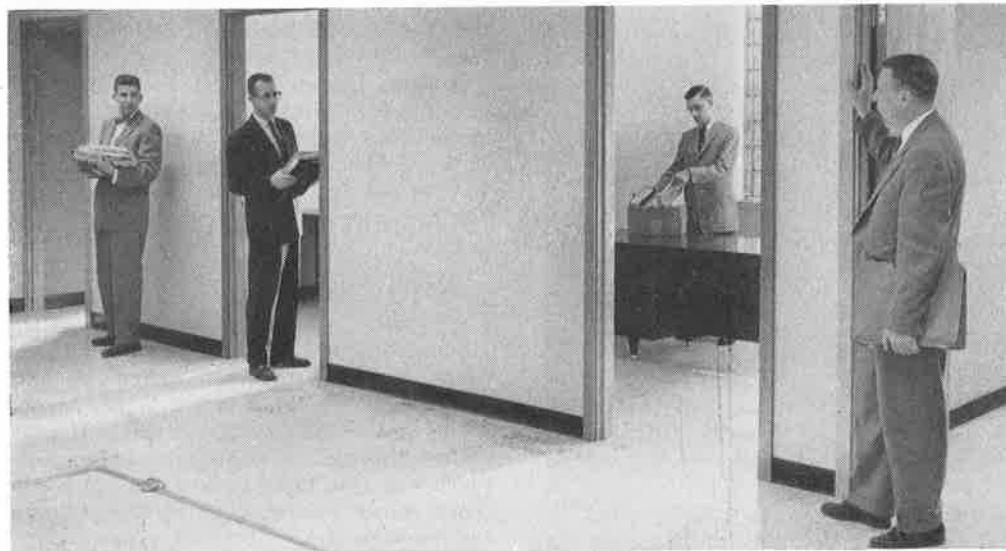
The new area, located on the ground floor of the office building, contains six offices and work space for such functions as product engineering, business research,

design and drafting. The areas these functions vacated were quickly absorbed by the chemistry and metallurgy laboratories.

Just prior to Green's appointment, Paul Keller was named assistant to the vice president in charge of product planning. Keller, who once ran a wholesale grocery business, joined Parker Pen in 1951 as an account manager. One year later, he was named director of marketing research and in 1956 he was appointed acting director of business research. A native of Buffalo, Mo., Keller holds a master's degree from Harvard University.

Taking over in the position of director of business research is Marvin Barab, a newcomer to the company and a former Chicagoan with plenty of market and marketing research experience with an advertising agency. He attended Indiana University where he earned a master's degree.

Moving day for (from left) Marvin Barab, Richard Myers, Ray Spaulding & Wilson Green.



Successful Salesmen

Following on the heels of other promotions within the company, the Domestic Sales Division had some announcements to make recently. Four people had scaled a rung.

Graham Butler was named director of sales administration, a pivotal spot which carries duties ranging from budget planning and sales forecasting to communication and interpretation of sales policy within the Domestic Division. Entering the post fresh from duties as manager of the Southwestern zone, Butler brings front-line perspective to his staff assignment.

Moving into Butler's former position at the head of the Southwestern zone is Joseph F. Crawley. Crawley has been with Parker Pen since 1941 and has distinguished himself as a syndicate sales specialist and assistant Eastern zone manager. He'll set up shop in Dallas in his new post.

Prust Butler Crawley



With great ease and warm wishes, Henry (Hank) Prust, former assistant sales production manager, moved into a new job in which he will manage special administrative assignments. Prust endeared himself to the Domestic Division with a smooth, ordered handling of the flood of 61 orders in the hectic pre-Christmas days. He's had 12 years of service with the company.

To a new spot as assistant manager of the Central zone went Edward H. Wold, account manager in Milwaukee, who has consistently held his sales figures among the top in his zone. He's been with the Parker sales organization since 1940 and will headquarter in Chicago.

Western Zone Wins Golden Arrow Trophy

The Golden Arrow trophy, a mammoth, gold-colored loving cup offered by Parker Pen's Western Sales Region to the sales zone giving the best performance in the last quarter of '56, was won by Manager Bill Yockey and his men of the Western zone.

Western Region General Sales Manager Carl Priest informs us that each of the men in the zone will receive a smaller replica of the Golden Arrow trophy for his home. The big one stands in zone headquarters at San Francisco.

Some 400 folks turned out for a pre-Christmas party sponsored by the Pen and Pencil Workers local and held in Arrow Park's cafeteria in December. Harold Bothun was general chairman of the event which was open to all Parker Pen employees. Dance music was supplied by Bud Wilbur and his orchestra.

Over the Shoulder

In Dave Dabson's desk drawer in the Metals Department lies a treasure of photographs snapped around Parker Pen in the early 1920's. During the months to come, Shoptalker will use those pictures to invade the past and show people and places as they were then.

Above, we see a view of the "West Office". Old-timers tell us that the faces of Oliver Sanders and Clara Kingman are most easily spotted.



Adventures of a Dayton Sceptic

he watched
c a r e f u l l y
as the cell case of a
61
dipped into the yawning neck
of a bottle
OF INK!
w i t h d r e w a n d
wiped across a
white shirt cuff leaving
NO STAIN! AT ALL!
dubious he
popped!
HIS OWN FINGER
i n t o t h e b o t t l e
— a n d —
turned it blue.

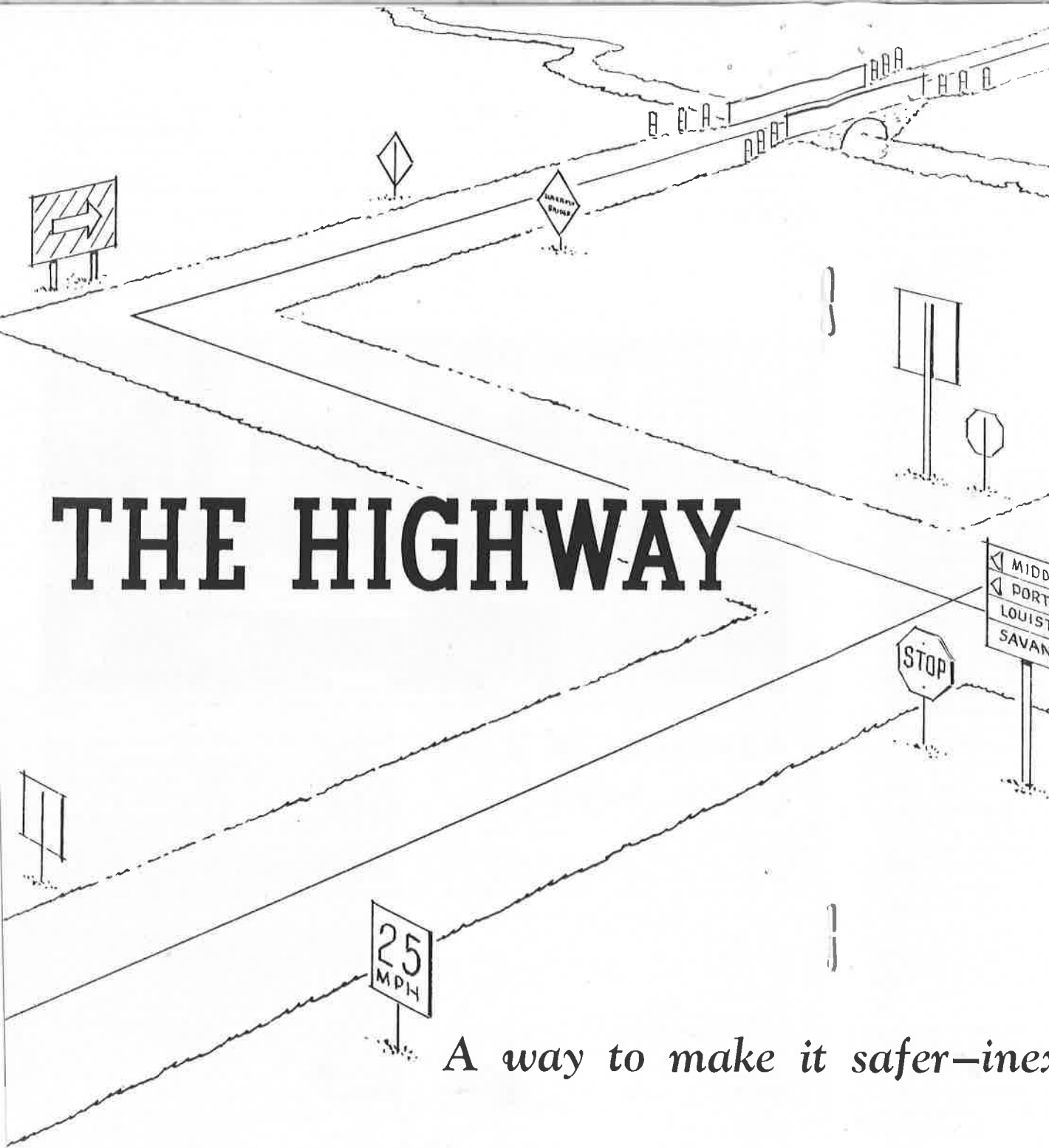
News Item: Moscow (UP)—A new kind of fountain pen which uses water instead of regular ink has been manufactured in Kharkov. The pen, in fact, makes its own ink, according to a description in **Moscow News**.

A special paste inside the pen, enough to last for several years, turns the water into ink.

(The Russians are also well known for inventing a "Parker 51 pen" and a "Jotter". —Editor)

Remember the Party Line boxes at all bulletin boards? They're the key to an answer to any question you might have in the back of your mind. This month's queries are answered on Page 11.





THE HIGHWAY

A way to make it safer—inexpensively

No. 2
of a series

AN aerial view of traffic between any two given places shows that there is invariably more than one highway or thoroughfare between them. For example, between Janesville and Madison, there are Highways 51 and 14. Between Green Bay and Fond du Lac there are routes involving Highways 41 and 57. Usually there exist trunk or county roads as well, example: those between Janesville and Beloit. This is a condition prevailing the country over.

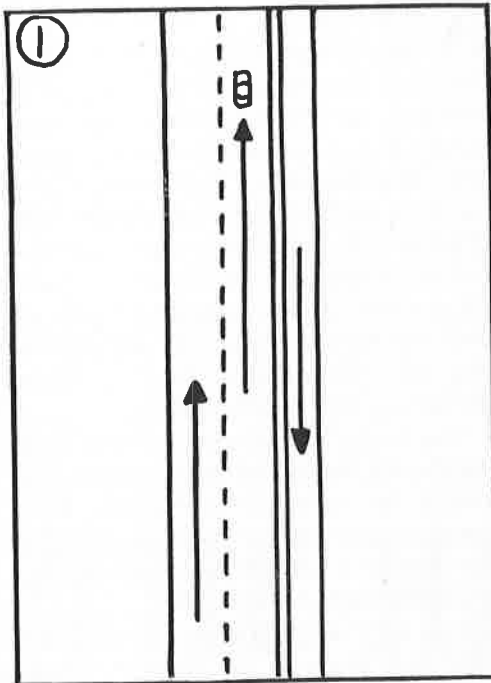
The same aerial view shows that traffic on these highways moves unevenly in opposing directions. Progress is determined to an extent by the speed of the slowest vehicle traveling in each direction.

The majority of drivers accept this fact. But there is an element represented at times by every motorist which, for one reason or another cannot arrange his travel progress to suit the car ahead. At this point, there is but one alternative. He must guide his car into the opposing lane for an undeterminable period of time to pass the vehicle in front—a necessary and often dangerous act.

The maneuver is based entirely upon personal judgment. An error in the timing of this move, or unfamiliarity with the roads, or any of several changing factors can, and with increasing frequency does, result in the head-on collision, the sideswipe or the chilling near-miss.

The answer to this highway safety problem lies in the four-lane super highway. But super highways are expensive and generally are the exception rather than the rule.

(Continued on next page)



The Highway

(Continued)

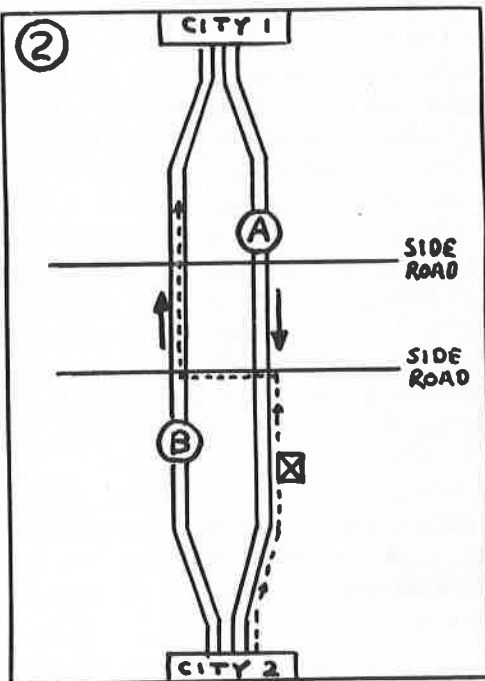
Another feasible remedy for this serious highway problem can be seen by again inspecting the aerial view of point-to-point traffic. Consider this alternative: By routing traffic southbound on one of the existing highways, and northbound on the alternate, a considerable safety factor is introduced. (East and west traffic can be handled similarly.) Cars are not brought in close proximity while converging at high speed. Passes can then be made with no element of gamble. A considerable increase in the rate of traffic flow is introduced. Accidents can and will be prevented. And, most important, no tremendous outlay of money is required.

In a traffic movement of this type the question arises as to traffic originating locally at a point closer to the "wrong-way highway" than the one accommodating travel in the direction of the desired destination. For example, assume it would be closer and more convenient to take up travel on Road A when your point of origin is X (see cuts).

This type of situation can be accommodated by the addition of "by-lanes" to existing highways, a by-lane consisting simply of a composition or black-top strip added to existing roads. Relatively inexpensive, these by-lanes provide a means of entering the preferred roadway by travel along the side of the "wrong-way" highway until the first side road turn-off is reached, then crossing over to the right road, or Road B.

Purely localized traffic can be handled via the by-lane also, say in travel from farm to farm.

Four-lane highways are the probable ultimate solution to maximum traffic safety. A more immediate program of benefit lies in the introduction of one-way traffic between cities. It calls for maximum safe utilization of existing thoroughfares by controlled routing.



Parker, Biety Make Export News

The Export Division, along with topping former sales records, announced four promotions recently.

George Parker, grandson of the founder of Parker Pen, was named assistant to the vice president in charge of export sales. Parker has been manning important corporate posts since he joined the company in Sept. 1952. In 1953, he was named assistant advertising manager for the Domestic



Parker



Biety

Sales Division and in 1955, was appointed export advertising manager.

He is a graduate of both Brown University (A.B.) and the University of Michigan (A.M.).

Taking over in the position of export advertising manager is Joseph Biety, who joined the company in 1955 as assistant domestic advertising manager. Before that he was advertising director for the American Bakers' Association. He's a graduate of Northwestern University.

In another promotion, William Steele was named to the post of sales promotion manager. He joined Parker Pen in February of 1956 and has been serving in the creative art and copy section of the Export Advertising Department. A native of Huntington, W. Va., he is a graduate of Marshall Col-

lege and the Art Institute of Pittsburgh.

William Judd, former export sales promotion manager, was named export advertising production manager in the fourth of the Export Division promotions. Judd joined Parker Pen in 1952 immediately after graduation from Beloit College where he earned a bachelor of arts degree.

Alice Beeson Ecke, senior editor of *Sales Management* magazine, spent several days in Janesville recently gathering material for a report on the writing equipment industry. Amazed at the competitive nature, she was keenly interested in the scope and planning Parker gives to merchandising programs.



Overtime Bonus

Question: Why is the Bonus paid on overtime? Some departments have supervisors who do not allow overtime even though work warrants it.

Reply: Federal law requires that the bonus be paid on overtime that is worked and compensated. The supervisor has knowledge of the factors to be considered in determining whether overtime work is warranted in the circumstances. He has responsibility to management for this determination.

Brush Off Wanted

Comment: I suggest that a whisk broom be placed in the ladies rest rooms. The lint from papers and cards that we handle during the day shows up considerably on our dark clothes.

Reply: Whisk brooms are being procured and will be placed in ladies rest rooms in the office building.



THEY
KEEP
US
GOING



Matt Green Bill Steele Bill Judd Tom Hulick

Hulick Brothers Printing, Engraving

This is the fourth of a series on Parker Pen suppliers in Janesville who contribute importantly to the continued progress of the company.

IN 1946, we as a nation were settling down to a future. Young minds, long burdened by the uncertainties of war, were beginning to come alive with ideas for success.

Two such minds were those of Tom and John Hulick and together they founded a photo engraving business. Called it Hulick Brothers and leased an ancient Janesville building at 102 Cherry street which at one time or another had housed a cigar-making concern and a perfumery.

After five years in the engraving business, it seemed only logical that the brothers should expand and include the actual printing operation in their service to customers. So, in 1951, they purchased several printing presses and Hulick Brothers Photo Engraving became Hulick Bros. Printing and Engraving.

Today, the brothers can proudly count

more than 300 industrial and business accounts spread over the entire U.S. Parker Pen is but one.

The Export Division is Hulick Bros.' chief customer within Parker Pen. The firm supplies such day to day necessities as mounted and unmounted engravings, service manuals, price lists, repair parts price lists and offset illustration for Export bulletins.

At the present time, Hulick Bros. Printing and Engraving is busy with expansion. The second floor of the old building has been thoroughly remodeled to house the big camera and dark room equipment for expert photo engraving. The lower floor will remain the print shop.

When the job is complete, both branches of the business will have room to flex muscles and the growing young firm will be operating at top efficiency.

Jolly Old Visitors

Two English gentlemen hustled about Arrow Park during the latter part of January with the expressed purpose of acquiring a thorough knowledge of production techniques involved in making the new Parker 61. The two are J. L. King and David Clement, both officials of Parker's English company—Mr. King being director in charge of production and Mr. Clement development engineer.

Taking advantage of an opportunity, *Shoptalker* slipped into a combined meeting of the office Review and Participation committees to hear Mr. King relate a few facts and statistics about the English company, and came away with these notes:

Fundamentals: England is an extremely humid island about 800 miles long and about 250 wide. The English company was formed in 1922 and purchased all of its products from the Canadian company until the start of World War II. Import restrictions at that time forced the firm to begin limited production of its own. This was accomplished with the extensive use of hand operated tools in buildings which were noth-

ing more than tin huts. But, by 1946, this series of tin huts at Newhaven began to resemble a factory. Today, the company boasts of two plants (the second at Dover) and production standards which are nearly equal to those adhered to in Janesville. Dover makes ink—14,000,000 bottles a year—and Newhaven makes pens. It will begin making the 61 when King and Clement return. Dover has 45,000 square feet of floor space while Newhaven has 70,000.

Incidentals: Employees work a 45-hour week, 7:25 a.m. to 5:25 p.m. (times which best fit local bus and train schedules). English law states that the temperature in the factory must be 60 degrees one hour after starting and 65 degrees two hours after starting. English law (tax law) also states that if a person has two children and earns two thousand pounds (\$6,000), he pays 33 per cent in direct taxation—plus taxes on what he buys, example: 25 per cent on the price of a car. The average person also pays \$1.25 a week for socialized medical care, entitling him to all health needs without cost. The average visitor to the country gets the same care—also without cost.



Messrs. King (right) and Clement were among the few to chat with Miss Penette of 1957. Just one day after this picture was snapped, pretty Queen Marlene O'Meara proved to everyone that Dan Cupid has a stronger attraction than Parker Pens, beauty titles and the like. She eloped! Mr. Cupid had triumphed and all agreed—that is as it should be.



Back in December
Santa Claus came
to a party



Just for the Kids



The annual children's party sponsored by the Parker Athletic Association had a new feeling. Gus Utterberg, in clown clothes and nose, exhibited top proficiency. There was a band, and acts and the entire program was held at the auditorium of the Junior High School. But best of all, Santa was there!



Support the hobby.
Join today!

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From the library of the
Pen Collectors of America



Cache

Somewhere deep in the vaults of the Merchants and Savings bank reposes the sum of \$228.45. It's been there in the custody of the Public Relations department ever since 1947 when Parker employes joined together in a highly successful "bundles for Britain" affair.

It is indeed nice to have money in the bank. Even nicer is the realization that such a fund is useful, and charitably occupied.

Not long ago, some time was spent in trying to determine a worthy cause for the money. The usual drives and fund-raising activities about town were considered. However, each, in turn, was already receiving a full share of Parker Pen support. Dan Parker came up with a suggestion to establish a scholarship at Milton College for a deserving Janesville boy or girl. Someone else thought of Hungarian relief.

Most suggestions were well-meant and right on target. The idea of a living local memorial to Parker Pen employes' good citizenship is the one that seems in retrospect to carry the most merit.

What would you do if you were the executor of \$228.45? Your ideas, dropped in the "Party Line" boxes will be received with the appreciation of **Shoptalker**.

We'll keep you posted on developments. And incidentally, if it were to be turned back to all employes, each would receive about 17 cents.

Sign in a downtown Janesville restaurant: "In case of atomic attack, be calm—pay the check—then run like mad."

To the Court Street building Personnel Office—where Parker Pen hopefully hires career or long-term female office help—publisher M. Barrow and Company regularly sends a complimentary copy of **The Bride's Magazine**. (It is sometimes better to give than to receive.—Editor)

An Englishman Views World Pen Business



Norman Byford, vice president in charge of foreign operations for Parker Pen, spent a week in Janesville recently discussing the world business picture with Janesville management.

Byford said Parker's overseas business was "generally

making a good showing, and even indicating an increase over last year." He added that the current strongest market area was the Far East.

"There are several reasons for this aside from the fact that it is the largest population concentration," he said. "Primarily, our success now can be attributed to being there so long, and to an unrestricted availability of dollars," Byford said.

He noted that writing equipment, in particular, enjoys high saleability in Japan. This is because the Japanese have the highest literacy rate in the world.

Before returning to London, Byford flew to Toronto where he visited Parker's new Canadian plant.

Miller Promoted

Orrin D. Miller, who has served as assistant internal auditor since coming to Parker Pen in April of 1955, has been named to the post of internal auditor. Miller is a native of Randolph, Wis., and was educated in Randolph schools. He is a graduate of the University of Michigan and holds a bachelor of arts degree.

Ancient Business

IN AN era when the manufacture and sale of writing instruments is one of the world's most competitive of businesses, it seems incongruous that there should be people who must still seek the services of professional scribes.



Yet, from the city of Kuwait on the Persian Gulf comes this photograph of a modern-day scribe who is kept busy throughout the day writing letters for illiterates of the city.

